

Message Text

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SUBJ: INDIAN FILM INDUSTRY

REF : STATE A-28, NEW DELHI 2141

1. COMPLETE RUNDOWN OF INFORMATION AVAILABLE TO US ON INDIAN FILM INDUSTRY IS CONTAINED IN OUR AIRGRAM REPORT OF MARCH 27, 1975 (75 BOMBAY A-15). LOCAL FILM INDUSTRY SOURCES AND AN OFFICIAL OF INDIAN MOTION PICTURE PRODUCERS ASSOCIATION (IMPPA), BOMBAY, CLAIM THAT GOVERNMENT OF INDIA (GOI) DOES NOT PROVIDE SUBSIDIES TO FILM INDUSTRY. HOWEVER, SHOW-TECH SHOULD WRITE TO MR. S.M.H. BURNEY, SECRETARY, MINISTRY OF INFORMATION & BROADCASTING, GOVERNMENT OF INDIA, SHASTRI BHAVAN, NEW DELHI 110 001, INDIA, WITH DETAILS OF THEIR PROPOSAL TO ASCERTAIN WHAT COOPERATION THE GOVERNMENT MIGHT ENTERTAIN. THAT MINISTRY IS RESPONSIBLE FOR FRAMING GOVERNMENT POLICY TOWARDS THE FILM INDUSTRY. IF SHOW-TECH'S PROPOSAL WOULD INVOLVE THE PROSPECT OF EARNING FOREIGN EXCHANGE FOR INDIA, THE GOVERNMENT MAY WELL CONSIDER SOME FORM OF ASSISTANCE.

2. GOI-OWNED FILM FINANCE CORPORATION (FFC) WAS SET UP IN 1960 TO PROVIDE FINANCING FOR SELECTED FILMS JUDGED TO HAVE CINEMATIC VALUE. TO DATE IT HAS FINANCED 90 FEATURE FILMS AND 30 DOCUMENTARIES. THE PRESENT EMPHASIS, HOWEVER, IS ON DOCUMENTARIES, AND IT IS NO LONGER FFC'S POLICY TO FINANCE COMMERCIAL FEATURES. OF THE 435 FEATURE FILMS PRODUCED IN INDIA IN 1974, ONLY NINE RECEIVED FFC
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FINANCING. MR. NITIN SETHI, GENL. MGR., REPORTED THAT FFC

IS INTERESTED IN HELPING SMALL PRODUCERS MADE LOW BUDGET (AROUND \$70,000) FILMS DEPICTING LIFE IN INDIA. SHOW-TECH COULD ALSO WRITE TO MR. NITIN SETHI, GENERAL MANAGER, FILM FINANCE CORPORATION, WHITE HOUSE, WALKESHWAR ROAD, BOMBAY 400 006, INDIA, TO OUTLINE THEIR PROPOSAL AND INQUIRE IF THEY MIGHT QUALIFY FOR FFC FINANCING.

3. THE TOP FIVE STUDIOS IN INDIA ARE:

(A) VAUHINI STUDIOS (BIGGEST IN ASIA)
VADAPALANI, MADRAS 600 026

(B) A.V.M. STUDIOS
ARCOT ROAD, VADAPALANI, MADRAS 600 026

(C) RAJKAMAL STUDIOS
"SHANTSHREE"
DR. S.S. RAO ROAD, PAREL, BOMBAY 400 012

(D) R.K. STUDIOS
CHEMBUR, BOMBAY 400 071

(E) MEHBOOB STUDIOS PVT. LTD.
100 HILL ROAD, BOMBAY 400 050

IT IS PECULIAR TO THE INDIAN ENVIRONMENT THAT STUDIOS ARE SEPARATE ENTITIES FROM FILM PRODUCERS. ACCORDING TO IMPPA, LOCAL PRODUCERS ARE FREE TO SHOOT FILMS IN ANY STUDIO BY PAYING RENTAL CHARGES FOR EQUIPMENT AND FLOOR HIRE CHARGES. AS A RESULT STUDIOS DO NOT MAKE OR DISTRIBUTE FILMS BUT EXIST THROUGH EARNINGS FROM HIRE CHARGES. HENCE WE CANNOT MEASURE STUDIOS' FINANCIAL SUCCESS IN SOUTHEAST ASIAN MARKETS. DATA ON PROFITS OF INDIVIDUAL PRODUCERS AND EXPORTERS OF INDIAN FILMS ARE NOT AVAILABLE, BUT GENERAL EXPORT FIGURES ARE CONTAINED IN BOMBAY'S A-15.
COURTNEY

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